

**MOVE**

**WITH THE**

**MAYOR™**

## **MOVE WITH THE MAYOR™/ U.S. Surgeon General's Call to Action Step it Up! Success Roadmap**

### **PURPOSE OF THIS ROADMAP**

The U.S. Conference of Mayors (USCM) endorses Step It Up!, the U.S. Surgeon General's Call to Action to Promote Walking and Walkable Communities. USCM urges cities to develop initiatives and programs that improve health equity and respond to the Call to Action such as Move with the Mayor™ (MWTM) and the Centers for Disease Control and Prevention's Active People, Healthy Nation<sup>SM</sup>—a national movement to respond to the Surgeon General's Call to Action. Its goal is to promote strategies that work to get 27 million Americans more physically active by 2027.

Many mayors already use Move with the Mayor™, developed by the National Forum for Heart Disease & Stroke Prevention, to encourage people to live active, healthy lifestyles.

The Move with the Mayor™ / Step it Up! Success Roadmap blends elements of both initiatives plus Active People, Healthy Nation to help you identify and strengthen your city's programs and policies to improve health and physical activity.

By completing this roadmap you will determine your city's Step it Up! score. The National Forum will also use your score to help improve our future MWTM programming in your city.

### **ROADMAP INSTRUCTIONS**

We appreciate your taking the time to complete this roadmap. **Your city will receive the number of points indicated for every "Yes" answer.**

The following sections are included, with elements related to heart health promotion interwoven.

1. Make Physical Activity a City Priority
2. Design Activity-Friendly Communities that Make Physical Activity Safe & Accessible for People of All Ages, Race, Education, Socioeconomic Status, Disability Status, Sexual Orientation, or Geographic Location
3. Promote Programs and Policies to Support Physical Activity Where People Live, Learn, Work, Pray, & Play
4. Provide Information to Encourage Walking and Improve Walkability

**We encourage you to work with members of your public health, parks & rec, school district, and city employee health departments to complete the roadmap.**

Using the interactive PDF, your points for each section will be automatically totaled to determine your city's Step it Up! score. Your BONUS points will be automatically added to the total at the end.

Please send your completed roadmap to Jen Childress at [Jen.Childress@nationalforum.org](mailto:Jen.Childress@nationalforum.org) by **October 1, 2021**.



Please consider only the time period of **July 1, 2021 – October 15, 2021** when answering questions in the following section.

## 1. MAKE PHYSICAL ACTIVITY A CITY PRIORITY

<i>Check the box to the right if the answer is 'Yes'.</i>	Yes	Max Points
Became an official Move with the Mayor™ participant		2
Joined Active People, Healthy Nation as a Community Champion (2 points) <ul style="list-style-type: none"> <li>Using the MWTM Success Roadmap qualifies you as a Champion for Active People, Healthy Nation. Join other mayors who have agreed to Champion the movement, be highlighted as a leader, and receive the latest information and other resources from the U.S. Centers for Disease Control and Prevention to promote physical activity in your community.</li> <li><b>MAYORS:</b> Click <a href="#">here</a> to become a Champion! After you enter in your email address, you will be asked to check your inbox for a confirmation email from <a href="mailto:emailupdates@cdc.gov">emailupdates@cdc.gov</a>. Then select the link provided in order to accept or reject the pending subscription.</li> </ul>		2
Publicly share pledge to make physical activity a city priority using #MoveWithTheMayor and #ActivePeople hashtags. EXAMPLE: I support making physical activity a priority in CITY by becoming a Move with the Mayor City! Let's get moving (CITY NAME)! Watch my feed for more information. #MoveWithTheMayor #ActivePeople #HeartHealth #StepItUp		2
Received at least one media hit (newspaper or TV) related to Move with the Mayor activities.		1
(Re)Adopted a <a href="#">city resolution</a> to answer Step It Up! the U.S. Surgeon General's Call to Action to Promote Walking and Walkable Communities.		2
(Re)Adopted a <a href="#">city proclamation</a> in support of joining the Active People, Healthy Nation movement.		2
<b>Our City's Make Physical Activity a City Priority Score</b>		<b>11</b>



Please consider only the time period of **January 1, 2021 – October 15, 2021** when answering questions in the following section.

## 2. DESIGN COMMUNITIES THAT MAKE PHYSICAL ACTIVITY SAFE & ACCESSIBLE FOR PEOPLE OF ALL AGES & ABILITIES

<i>Check the box to the right if the answer is 'Yes'.</i>	Yes	Max Points
Our city has adopted a comprehensive/master plan that includes sidewalks and bike lanes.		3
Our city has implemented a comprehensive/master plan that includes sidewalks and bike lanes.		3
Our city has ensured that all constituents have access to a recreational area within a 10-minute walk.		3
Our parks and rec department contributed to designing communities that support safe and easy places for all people to be physically active.		3
Our public health department contributed to designing communities that support safe and easy places for all people to be physically active.		3
Our public works, transit, or transportation department contributed to designing communities that support safe and easy places for all people to be physically active.		3
Our city consults our residents to determine community priorities for walkability.		3
Our city's Land Use or Comprehensive Plan set goals for close proximity of new development to destinations, such as parks, schools, and grocery stores.		3
<b>BONUS:</b> Our city completed the modules " <a href="#">Complete Streets, Complete Community Distance Learning Series</a> ." <sup>*</sup>		3
<b>Our City's Physically Active Communities Score</b>		<b>24</b>

<sup>\*</sup>To request enrollment, a mayor, or mayoral designee, may send an email to [info@completestreets.org](mailto:info@completestreets.org) indicating interest in enrolling, and stating that the mayor is part of Move with the Mayor and an Active People, Healthy Nation Champion.



Please consider only the time period of **January 1, 2021 – October 15, 2021** when answering questions in the following section.

### 3. PROMOTE PROGRAMS & POLICIES TO SUPPORT HEALTH AND PHYSICAL ACTIVITY WHERE PEOPLE LIVE, LEARN, WORK PRAY & PLAY

<i>We (mayor's office) led, or in collaboration with another department, did the following: Check the box to the right if the answer is 'Yes'.</i>		Yes	Max Points
Hosted free/subsidized screenings for: (followed by directed feedback and clinical referral when appropriate)	a. blood pressure		1
	b. cholesterol		1
Provided brochures, videos, posters, pamphlets, newsletters, or other written or online information that address the risks of:	a. high blood pressure		1
	b. high cholesterol		1
	c. stroke		1
	d. heart attack		1
Used World Heart Day to raise public awareness that most people can prevent heart disease and stroke, for example, with a social media post the week of September 29, using #MoveWithTheMayor.			1
Celebrated World Heart Day with a Move with the Mayor event the week of September 29.			3
<b>Our City's Heart Healthy Activities Score</b>			<b>10</b>



Please consider only the time period of **January 1, 2021 – October 15, 2021** when answering questions in the following section.

## PARTNERSHIP

<p><b><i>At one of my city's Move with the Mayor™ events, we partnered with another organization.</i></b></p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> <li>• <i>Our partner(s) promoted the event.</i></li> <li>• <i>Our partner(s) provided health-related educational/awareness/informational materials and/or resources.</i></li> <li>• <i>Our partner(s) hosted an event (e.g., walking event held at a college/university campus).</i></li> <li>• <i>Our partner(s) provided blood pressure/cholesterol screenings.</i></li> <li>• <i>Our partner(s) provided heart healthy foods.</i></li> <li>• <i>Our partner(s) provided raffle prizes/give aways to participants.</i></li> </ul>	Yes	Max Points
Local health department		1
State health department		1
National Association (e.g., American Heart Association, Walk with a Doc, YMCA)		1
Tribes and Urban Indian Organizations & Tribal Organizations		1
University/College		1
School		1
Hospital		1
Local business (e.g., grocery store, running/walking store, etc.)		1
Community organization or business group (Wellness Council, Chamber of Commerce, etc.)		1
<b>BONUS:</b> Media		1
<b>BONUS:</b> Metropolitan planning organization		1
<b>BONUS:</b> State department of transportation		1
<b>BONUS:</b> Arts and culture (e.g. museums, art affiliated departments or organizations, etc.)		1
<b>BONUS:</b> Other not included above: (Include organization name and type)		1
<b>Our City's Partnership Score</b>		<b>9</b>



Please consider only the time period of **January 1, 2021 – October 15, 2021** when answering questions in the following section.

## WORKSITE PROGRAMS & POLICIES

<i>Check the box to the right if the answer is 'Yes'.</i>	Yes	Max Points
We (mayor's office) hosted mayor-led walking meetings (e.g., where computer/desk is not required, the mayor opts to hold the meeting as a walking meeting).		3
We (mayor's office) encouraged employees to take walking/physical activity breaks throughout the day.		2
We (mayor's office) educated city employees about the benefits of safe walking and places to walk using the #MoveWithTheMayor #StepItUp #ActivePeople #HeartHealth hashtags (eg., with signage around city owned builds, through press release, employee newsletter, etc. )		2
We (mayor's office) promoted community walking or physical activity events/programs using #MoveWithTheMayor #StepItUp #ActivePeople #HeartHealth hashtags.		1
We (mayor's office) offered various facilities, locations, and programs to support physical activity.		3
We (mayor's office) offered various healthy snack and drink options in our vending machines.		3
City employees are given the option to participate in an employee wellness program.		3
At city hall/city-owned buildings, we established or promoted existing walking/physical activity club(s) or competition(s) that encourage(s) and motivate(s) employees to meet individual or team goals.		2
At city hall/city-owned buildings, we provided signs and maps to help people find safe places to walk or be physically active (e.g., City Hall, fire department, police department, etc.).		2
At city hall/city-owned buildings, we provided information on accessibility for people with mobility or other limitations.		2
At city hall/city-owned buildings, we provided signs encouraging stair use.		2
<b>BONUS:</b> City employees received discounts for off-site exercise facilities.		2
<b>BONUS:</b> City employees were able to use flextime for walking and other forms of physical activity.		2
<b>BONUS:</b> City employees had paid activity breaks for walking and other forms of physical activity.		2
<b>BONUS:</b> City employees received incentives for using <a href="#">active transportation</a> or public transit.		2
<b>BONUS:</b> At city hall/city-owned buildings, employees had access to showers and lockers for those who walk or get other forms of physical activity.		2
<b>Our City's Worksite Score</b>		<b>25</b>

# QUESTIONS SECTION 3



Please consider only the time period of **January 1, 2021 – October 15, 2021** when answering questions in the following section.

## NUTRITION

<i>Check the box to the right if the answer is 'Yes'.</i>		Yes	Max Points
Our city offers the community access to:	a. community gardens		2
	b. farmers markets		2
Our city helped reduce food insecurity by facilitating access to community food banks, food distribution sites, and hunger-relief resources.			2
Our city required access to free and safe drinking water in public places (ex. reusable water stations and water fountains).			3
<b>BONUS:</b> Our city worked with school district(s) to support an action plan that meets measurable goals related to nutritious foods and health education.			3
<b>Our City's Nutrition Score</b>			<b>9</b>

## PARKS & REC

<i>Check the box to the right if the answer is 'Yes'.</i>		Yes	Max Points
Our city's parks and rec department provided safe and convenient access for all users to community locations that support physical activity such as walking trails, parks, recreational facilities, and college campuses.			3
Our city's parks and rec department offered walking or physical activity programs that address barriers to being physically active, including physical limitations and safety concerns.			3
Our city's parks and rec department set up walking/physical activity groups, buddy systems, and other forms of social support for being physically active that provided multiple opportunities to be physically active each week.			2
Our city's parks and rec department provided signs and maps to help people find safe places to be physically active.			2
Our city's parks and rec department provided information on accessibility for people with mobility or other limitations.			2
Our city's parks and rec department assessed the presence and quality of physical activity and sport facilities related to aesthetics and amenities such as water fountains, restrooms, benches, shade, lighting, parking, and safety.			3
Our city's parks and rec department implemented an action plan to address areas of improvement for physical activity and sport facilities related to aesthetics and amenities such as water fountains, restrooms, benches, shade, lighting, parking, and safety.			2
<b>Our City's Parks &amp; Rec Score</b>			<b>17</b>

# QUESTIONS SECTION 3



Please consider only the time period of **January 1, 2021 – October 15, 2021** when answering questions in the following section.

## PUBLIC HEALTH

<i>Check the box to the right if the answer is 'Yes'.</i>	Yes	Max Points
Our local public health department educated people about the benefits of safe walking/physical activity and places to walk and be physically active.		2
Our local public health department developed effective and consistent messages and engaged the media to promote physical activity.		2
Our local public health department promoted community programs and policies that make it safe and easy for residents to be physically active.		2
Our local health department created media campaigns that promote physical activity.		2
Our local public health department provided funding for physical activity interventions.		2
<b>BONUS:</b> Our local public health department supported efforts to establish activity-friendly routes* to everyday destinations**.		2
<b>Our City's Public Health Score</b>		<b>10</b>

\*An activity-friendly route is one that is a direct and convenient connection with everyday destinations, offering protection from cars, or making it easy to cross the street.

\*\*Everyday destinations are places people can get to from where they live by walking, bicycling, or public transit. These destinations can include grocery stores, schools, libraries, parks, restaurants, cultural and natural landmarks, or healthcare facilities.

## SCHOOL DISTRICTS

<i>Check the box to the right if the answer is 'Yes'.</i>	Yes	Max Points
Our school districts adopted and promoted policies and programs that make it safer and easier for students to walk or bike to and from school.		3
Our school districts adopted and promoted policies and programs that make it safer and easier for students to be physically active before and after school (this could be through shared use agreements, open playgrounds, etc.).		2
Our school districts provided daily physical education for students in grades K-12.		3
Our school districts provided daily recess for elementary students.		3
Our school districts provided nutritious food options during breakfast and lunch.		3
<b>BONUS:</b> Our school districts partnered with local farmers or farming organizations, nearby universities and colleges, non-profit organizations and/or the national Farm-to-School organization to develop a <a href="#">farm-to-school program</a> .		3
<b>Our City's School Districts Score</b>		<b>14</b>





For this section, please refer to **the past 1 – 3 years**, when responding.

## CITY HEALTH ASSESSMENT & ACTION PLAN

<i>Check the box to the right if the answer is 'Yes'.</i>	Yes	Max Points
<p>The mayor's office used local health needs assessment(s) done on a periodic basis (e.g., annually, every three years, etc.) to determine health priorities in our city. Examples of health assessments include:</p> <ul style="list-style-type: none"> <li>• community health needs assessment</li> <li>• healthy kids survey</li> <li>• city employee health risk assessment</li> <li>• reports or data collected through transportation, parks and recreation, and other city departments</li> </ul>	<input type="checkbox"/>	3
The mayor's office engaged the community, especially underserved populations, to lead the creation of an action/implementation plan. (May be implemented by another department).	<input type="checkbox"/>	3
The mayor's office used the information gained from health assessments to lead the creation of an action or implementation plan. (May be implemented by another department).	<input type="checkbox"/>	3
<b>BONUS:</b> The mayor's office used the <a href="#">Active Communities Tool</a> – an action planning guide and assessment modules to improve community built environments to promote physical activity.	<input type="checkbox"/>	2
<b>Our City's Health Assessment &amp; Action Plan Score</b>		<b>9</b>

# QUESTIONS SECTION 3



For this final section, please award your city a point **if these policies are currently being implemented in your city**, regardless of the date when they were passed.

## CITY POLICY

<i>Check the box to the right if the answer is 'Yes'.</i>		Yes	Max Points
Our city or state has implemented Tobacco 21.			5
Our city has implemented vending machine policies that prohibit the marketing and sale of unhealthy foods and beverages in:	a. youth centers (ex. YMCA, community centers, etc.)		1
	b. school facilities		1
	c. parks department facilities (ex. parks, pools, trails, etc.)		1
	d. other facilities owned or operated by state and local governments (ex. city hall, court houses, etc.)		1
Our city has <b>passed/adopted</b> Complete Streets*.			3
Our city has <b>implemented</b> Complete Streets*.			2
Our city adopted zoning measures to encourage dense, mixed-use development.			3
Our city adopted have an inclusionary zoning policy**.			3
Our school districts have <b>passed/adopted</b> Safe Routes to School or similar walk-to-school programs.			3
Our school districts have <b>implemented</b> Safe Routes to School or similar walk-to-school programs.			2
Our city has implemented policies requiring restaurants to provide menu labeling <b>and/or</b> worked with restaurants to list healthier choices on menus.			3
<b>BONUS:</b> Our city has <b>passed/adopted</b> Vision Zero*** policies.			3
<b>BONUS:</b> Our city has <b>implemented</b> Vision Zero*** policies.			2
<b>Our City's Policy Score</b>			<b>28</b>

\*Designed and enabled safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. [Complete Streets](#) make it easy to cross the street, walk to shops, and bicycle to work. They allow buses to run on time and make it safe for people to walk to and from train stations.

\*\*[Inclusionary zoning policies](#) are local policies that tap the economic gains from rising real estate values to create affordable housing for lower income families. An inclusionary housing program might require developers to sell or rent 10 to 30 percent of new residential units to lower-income residents.

\*\*\*[Vision Zero](#) is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all.

**BONUS PROMPT:  
SHORT ANSWER**



For this question, please refer to **the past 1 – 2 years**, when responding.

In the box below, please describe a city funded initiative and/or program that addresses social determinants of health affecting physical activity. Include goals and outcomes (or expected outcomes if the program is still in progress). In addition to earning bonus points, cities will be eligible for a community spotlight in CDC's Active People, Healthy Nation monthly newsletter. Please include a link to an article, blog post, or resource highlighting your work for consideration.

<i>Check the box to the right if the answer is 'Yes'.</i>	Yes	Max Points
If you responded to the prompt above, please mark yes to receive your bonus points.	<input type="checkbox"/>	5
<b>Our City's Bonus Prompt Score</b>	<input type="checkbox"/>	<b>5</b>

# YOUR CITY'S 2021 STEP IT UP! SCORE

Please add up the total scores from each section to get your city's Step It Up! Score

1. Make Walking a City Priority	Max Points	Our City's Score
Total Make Physical Activity a City Priority Score	11	
2. Design Communities that Make Physical Activity Safe & Easy for People of All Ages & Abilities		
Total Physically Active Communities Score	24	
3. Promote Programs and Policies to Support Physical Activity Where People Live, Learn, Work, Pray & Play.		
Total Heart Health Activities Score	10	
Total Partnership Score	9	
Total Worksite Score	25	
Total Nutrition Score	9	
Total Parks & Rec. Score	17	
Total Public Health Score	10	
Total School Districts Score	14	
Total City Health Assessment & Action Plan Score	9	
Total City Policy Score	28	
<b>BONUS POINTS</b>	<b>38</b>	
<b>TOTAL STEP IT UP! SCORE</b>	<b>166</b>	

## THANK YOU!

Thank you for taking the time to complete the 2021 Step it Up! Roadmap. We understand that your time is valuable. We hope this roadmap has allowed you to better understand how your city's heart health promotion efforts are answering the US Surgeon General's Call to Action to Promote Walking and Walkable Communities. Your answers will help us understand how we can tailor Move with the Mayor™ programming to your city. In the meantime, we encourage you to check out the [Active Communities Tool](#) – an action planning guide and assessment modules to improve community built environments to promote physical activity.

Level	Points
Gold	150 - 166+
Silver	133- 149
Bronze	116 - 132
Striving	100 - 115

Please send your completed roadmap to Jen Childress at [Jen.Childress@nationalforum.org](mailto:Jen.Childress@nationalforum.org) by **October 1, 2021**.